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What is claimed is:

1. A schedule management system comprising:

a plurality of consumer terminals each allowing a particular consumer to input at least consumer's own information and schedule information relating to a purchase or an action planned for a preselected term;

a management server connected to said plurality of consumer terminals via a communication network for interchanging the information; and

at least one database connected to said management server for storing the information.

2. The system as claimed in claim 1, further comprising at least one producer terminal owned by a producer who indirectly provides consumers with articles, said at least one producer terminal being connected to said management server via the communication network for interchanging information.

3. The system as claimed in claim 2, further comprising at least one retailer terminal situated at a retailer store, which directly sells the article to any one of the consumers, and connected to said management server via the communication network for interchanging information.

4. The system as claimed in claim 3, wherein the schedule information is input stepwise in the form of at least one schedule input.

5. The system as claimed in claim 4, wherein said retailer

terminal comprises means for sending information on the consumer. whose is intending to purchase a particular article. and information on said article to said management server,

said management server comprises:

deciding means for determining whether or not the consumer has acted according to schedule on the basis of the information received from said retailer terminal; and

means for sending a result of decision output from said deciding means to said retailer terminal.

6. The system as claimed in claim 5, wherein said management server further comprises means for classifying the information stored in said database by attribute and sending said information classified to said retailer terminal.

7. The system as claimed in claim 6, wherein the attribute comprises personal information of the consumer, which includes at least an age. a sex and a taste, or residence area information based on said personal information.

8. The system as claimed in claim 7, wherein when the consumer has acted according to schedule, the producer gives a preselected incentive to said consumer schedule by schedule.

9. The system as claimed in claim 8, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

10. The system as claimed in claim 9, wherein the incentive comprises a discount rate of the article to be purchased by the

consumer.

11. The system as claimed in claim 1, further comprising at least one retailer terminal situated at a retailer store, which directly sells the article to any one of the consumers, and connected to said management server via the communication network for interchanging information.

12. The system as claimed in claim 11, wherein the schedule information is input stepwise in the form of at least one schedule input.

13. The system as claimed in claim 12, wherein said retailer terminal comprises means for sending information on the consumer, whose is intending to purchase a particular article, and information on said article to said management server,

said management server comprises:

deciding means for determining whether or not the consumer has acted according to schedule on the basis of the information received from said retailer terminal; and

means for sending a result of decision output from said deciding means to said retailer terminal.

14. The system as claimed in claim 13, wherein said management server further comprises means for classifying the information stored in said database by attribute and sending said information classified to said retailer terminal.

15. The system as claimed in claim 14, wherein the attribute comprises personal information of the consumer, which includes at

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least an age, a sex and a taste, or residence area information based on said personal information.

16. The system as claimed in claim 15, wherein when the consumer has acted according to schedule, the producer gives a preselected incentive to said consumer schedule by schedule.

17. The system as claimed in claim 16, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

18. The system as claimed in claim 17, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

19. The system as claimed in claim 1, wherein the schedule information is input stepwise in the form of at least one schedule input.

20. The system as claimed in claim 19, wherein said retailer terminal comprises means for sending information on the consumer, whose is intending to purchase a particular article, and information on said article to said management server,

said management server comprises:

deciding means for determining whether or not the consumer has acted according to schedule on the basis of the information received from said retailer terminal; and

means for sending a result of decision output from said deciding means to said retailer terminal.

21. The system as claimed in claim 20, wherein said management

server further comprises means for classifying the information stored in said database by attribute and sending said information classified to said retailer terminal.

22. The system as claimed in claim 21, wherein the attribute comprises personal information of the consumer, which includes at least an age, a sex and a taste, or residence area information based on said personal information.

23. The system as claimed in claim 22, wherein when the consumer has acted according to schedule, the producer gives a preselected incentive to said consumer schedule by schedule.

24. The system as claimed in claim 23, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

25. The system as claimed in claim 24, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

26. The system as claimed in claim 1, wherein said management server further comprises means for classifying the information stored in said database by attribute and sending said information classified to said retailer terminal.

27. The system as claimed in claim 26, wherein the attribute comprises personal information of the consumer, which includes at least an age, a sex and a taste, or residence area information based on said personal information.

28. The system as claimed in claim 27, wherein when the

consumer has acted according to schedule, the producer gives a preselected incentive to said consumer schedule by schedule.

29. The system as claimed in claim 28, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

30. The system as claimed in claim 29, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

31. The system as claimed in claim 1, wherein when the consumer has acted according to schedule, the producer gives a preselected incentive to said consumer schedule by schedule.

32. The system as claimed in claim 31, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

33. The system as claimed in claim 32, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

34. In at least one consumer terminal connected to a management server, which includes at least one database for storing information on a consumer, via a communication network, means is provided for sending at least information on said consumer and information on a consumer's purchase planned for a preselected term or a consumer's planned action.

35. The consumer terminal as claimed in claim 34, wherein the consumer sends at least one information on the consumer and at least

one information on the consumer's purchase planned for a preselected term or the consumer's planned action stepwise.

36. In at least one management server connected to a consumer terminal, which sends information on a consumer, via a communication network, at least one database is provided for storing at least information on said consumer and information on a consumer's purchase planned for a preselected term or a consumer's planned action.

37. The management server as claimed I claim 36, wherein the consumer sends at least one information on the consumer and at least one information on the consumer's purchase planned for a preselected term or the consumer's planned action stepwise.

38. The management server as claimed in claim 36, wherein the information stored in said database is classified by at least one of a consumer, a residence area based on said consumer and an age of said consumer to be thereby customized.

39. The management server as claimed in claim 38, wherein the consumer sends at least one information on the consumer and at least one information on the consumer's purchase planned for a preselected term or the consumer's planned action stepwise.

40. In a retailer terminal, a consumer terminal allowing a particular consumer to input at least consumer's own information and schedule information relating to a purchase or an action planned for a preselected term and a management server including at least one database, which stores information on said consumer, are connected to said retailer terminal via a communication network.

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41. The retailer terminal as claimed in claim 40, wherein the consumer sends at least one information on the consumer and at least one information on the consumer's purchase planned for a preselected term or the consumer's planned action stepwise.

42. In a schedule managing method, there are used:

first means including a management server connected to a plurality of consumer terminals via a communication network and at least one database connected to said management server to be reference by said management server, for sending at least information on consumers and information on consumers' purchases or actions planned for a preselected term;

second means for storing the information in said database; and

third means for obtaining the information stored in said database;

wherein said schedule managing method obtains information on potential consumers as to a particular article.

43. The method as claimed in claim 42, wherein said first means sends at least one information on the purchases planned on the basis of more detailed information on the article to be purchased.

44. The method as claimed in claim 43, wherein said management server is connected to at least one retailer terminal situated at a retailer store, which directly sells the article, via a communication network,

the retail store is provided with authenticating means unique to said retail store, and

the authenticating means is sent to said management server as a history of the article purchased by the consumer.

45. The method as claimed in claim 44, wherein when the consumer purchases the article planned at the retailer store, said retailer terminal sends information on said consumer and information on a consumer's action planned for a preselected term to said management server, and

said management server determines, based on the information received from said retailer terminal, whether or not the consumer has performed the action planned and sends a result of decision to said retailer terminal.

46. The method as claimed in claim 45, wherein said management server classifies the information stored in said database by attribute and sends said information classified to a producer terminal.

47. The method as claimed in claim 46, wherein the attribute comprises personal information of the consumer, which includes at least an age, a sex and a taste, or residence area information based on said personal information.

48. The method as claimed in claim 47, wherein when the consumer has performed the planned action, the producer terminal gives a preselected incentive to said consumer schedule by schedule.

49. The method as claimed in claim 48, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

50. The system as claimed in claim 49, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

51. The method as claimed in claim 42, wherein said management server classifies the information stored in said database by attribute and sends said information classified to a producer terminal.

52. The method as claimed in claim 51, wherein the attribute comprises personal information of the consumer, which includes at least an age, a sex and a taste, or residence area information based on said personal information.

53. The method as claimed in claim 52, wherein when the consumer has performed the planned action, the producer terminal gives a preselected incentive to said consumer schedule by schedule.

54. The method as claimed in claim 53, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

55. The system as claimed in claim 54, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

56. The method as claimed in claim 42, wherein when the consumer has performed the planned action, the producer terminal gives a preselected incentive to said consumer schedule by schedule.

57. The method as claimed in claim 42, wherein the preselected incentive is set in accordance with a time when the consumer has input

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a schedule and a content of said schedule.

58. The system as claimed in claim 42, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

59. In a data recording medium storing a schedule management program and capable of being read by a computer, there are provided:

first means including a management server connected to a plurality of consumer terminals via a communication network and at least one database connected to said management server to be reference by said management server, for sending at least information on consumers and information on consumers' purchases or actions planned for a preselected term;

second means for storing the information in said database; and

third means for obtaining the information stored in said database;

wherein said data recording medium obtains information on potential consumers as to a particular article.

60. The medium as claimed in claim 59, wherein said first means sends at least one information on the purchases planned on the basis of more detailed information on the article to be purchased.

61. The medium as claimed in claim 60, wherein said management server is connected to at least one retailer terminal situated at a retailer store, which directly sells the article, via a communication network,

the retail store is provided with authenticating means unique to said retail store, and

the authenticating means is sent to said management server as a history of the article purchased by the consumer.

62. The medium as claimed in claim 61, wherein when the consumer purchases the article planned at the retailer store, said retailer terminal sends information on said consumer and information on a consumer's action planned for a preselected term to said management server, and

said management server determines, based on the information received from said retailer terminal, whether or not the consumer has performed the action planned and sends a result of decision to said retailer terminal.

63. The medium as claimed in claim 62, wherein said management server classifies the information stored in said database by attribute and sends said information classified to a producer terminal.

64. The medium as claimed in claim 63, wherein the attribute comprises personal information of the consumer, which includes at least an age, a sex and a taste, or residence area information based on said personal information.

65. The medium as claimed in claim 64, wherein when the consumer has performed the planned action, the producer terminal gives a preselected incentive to said consumer schedule by schedule.

66. The medium as claimed in claim 65, wherein the preselected

incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

67. The medium as claimed in claim 66, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

68. The medium as claimed in claim 59, wherein said management server classifies the information stored in said database by attribute and sends said information classified to a producer terminal.

69. The medium as claimed in claim 68, wherein the attribute comprises personal information of the consumer, which includes at least an age, a sex and a taste, or residence area information based on said personal information.

70. The medium as claimed in claim 69, wherein when the consumer has performed the planned action, the producer terminal gives a preselected incentive to said consumer schedule by schedule.

71. The medium as claimed in claim 70, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

72. The medium as claimed in claim 71, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.

73. The medium as claimed in claim 59, wherein when the consumer has performed the planned action, the producer terminal gives a preselected incentive to said consumer schedule by schedule.

74. The medium as claimed in claim 73, wherein the preselected incentive is set in accordance with a time when the consumer has input a schedule and a content of said schedule.

75. The medium as claimed in claim 74, wherein the incentive comprises a discount rate of the article to be purchased by the consumer.